

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-8232
Fax (716) 634-3145

September 22, 1997

RJR Account #160600
Mr. B. Donahue
DONAHUE TOBACCO CO.

NOVEMBER DORAL B2G1F / PROMOTION #701647

Dear Bill:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as **39** skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-24488	<u>2</u>
Light Men 100	12300-24492	<u>2</u>
Light 100	12300-24489	<u>3</u>
FF 100	12300-24490	<u>2</u>

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

PO #102097

Product / Premium Arrival:

Ship Date to Retail:

7265-0657

Nov. 3
October 20, 1997

Week of: October 27, 1997

SKU CUBE :

SKU WT (w/o Product):

Retail Sales Offer per Sku:

1.0195
1.7300 lbs
21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$1,405.82

per Jeff @ Donahue
10/13/97

51845 7772

-2-

B2G1F

DONAHUE TOBACCO CO.

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$42.00 (3 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162302

Enclosures:

- Customer List
- Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-B2G1F.DOC

51845 7773

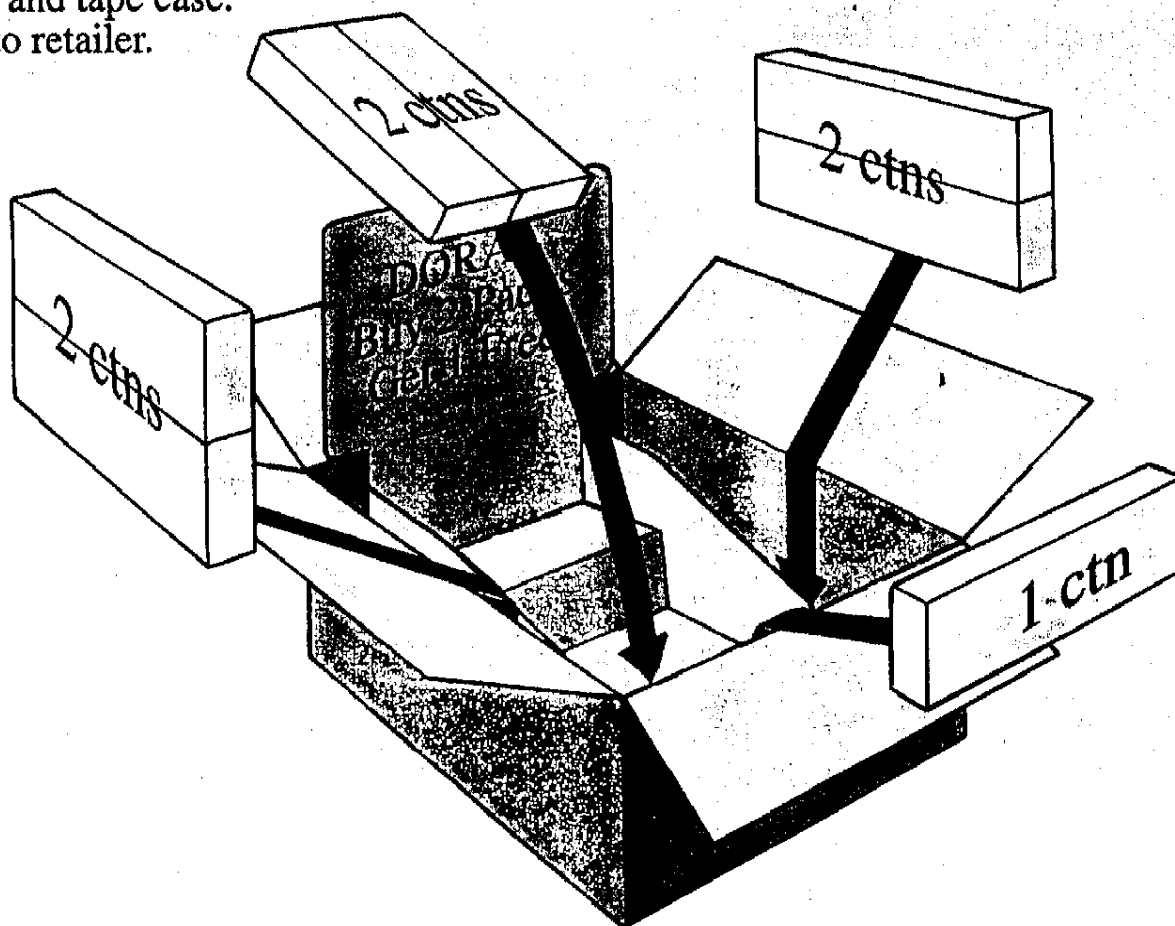
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #533174

Description: DORAL November-December B2G1F Display/POS Kit

Brand Style	<i>LIGHT</i>	<i>LT MEN 100</i>	<i>LIGHT 100</i>	<i>FF 100</i>		
Number of Cartons						

51845 7774

WORKPLAN VAP TEMPLATE LISTING

BPEN55B2

WHOLESALE: 160600 DONOHUE CANDY & TOB., INC. <DIRECT>

TEMPLATE: 701647 71100 DOR B2GIF NOV

TEMPLATE SEQ: 0019

SALES LEVEL: 16XXXX

PAGE: 7

DATE: 97-09-11

TIME: 02:21 PM

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
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162302	162320	176627	EDDIES GROCERY	82 BOULEVARD ST	HUDSON FALLS	NY	12839	2				(518) 747-3277
162302	162320	177035	HARTFORD 1GA	ROUTE 40	HARTFORD	NY	12838	2				(518) 632-5291
162302	162320	177030	SCOTTIES VARIETY	20 MAIN ST	GRANVILLE	NY	12832	3				(518) 642-9889
162302	162320	250716	BONFARRE	RT 9 SARATOGA AVE	S GLENS FALLS	NY	12803	2				(518) 798-4781
162302	162320	573906	ZAFAR DAR & SONS PE	122 AVIATION RD	QUEENSBURY	NY	12804	2				(518) 792-3110
162302	162321	640167	ZENITH PETROLEUM	278 BROADWAY	HUDSON FALLS	NY	12839	2				(518) 747-8503
162302	162320	670993	FAITH ENTERPRISES	EXIT 23	LAKE GEORGE	NY	12845	2				(518) 623-3707
162302	162320	705930	BAR GETTY	MAIN STREET RT. 9	S GLENS FALLS	NY	12803	2				(518) 793-4715
162302	162320	711841	ANCHOR BEVERAGE	228 SARATOGA RD	S GLENS FALLS	NY	12803	2				(518) 793-7288
162302	162320	748814	ROTH'S MINI MART	84 MAIN ST	S GLENS FALLS	NY	12803	2				(518) 798-9291
162304	162321	192637	GETTY MART	RT 50 & BROOKLINE	BALSTON SPA	NY	12020	2				(518) 885-2538
162304	162321	699172	ZZ PETROLEUM, INC.	2429 STATE ROUTE	BALSTON SPA	NY	12020	3				(518) 899-6271
162304	162321	724732	GETTY MART #58704	253 MILTON & PROS	BALSTON SPA	NY	12020	2				(518) 884-9533
162305	162322	579471	N&H GROCERY	218 LARK ST	ALBANY	NY	12210	2				(518) 436-0484
162306	162325	634314	HAMADA MART INC.	95 CONGRESS STREET	TROY	NY	12180	2				(518) 275-0514
162306	162325	634335	STAR MARKET	2300 15TH STREET	TROY	NY	12180	2				(518) 274-1521
162306	162326	686763	OM PETROLEUM	RT 9 & 20	EAST GREENBUSH	NY	12061	2				(518) 477-9129

PAGE BREAK TOTAL ACCOUNTS

17

TOTAL QUANTITY

36

TEMPLATE TOTAL ACCOUNTS

17

TOTAL QUANTITY

36

51845 7775

* GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

11/05/97

ACCOUNT NUMBER: 160600
 VOUCHER NUMBER: 15377517
 DATE WRITTEN: 11/05/97
 STATUS: PAID
 AMOUNT PAID: 42.00

DONOHUE CANDY & TOB.
 114 MIDDLE AVE
 SARATOGA SPRINGS , NY 128
 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	3.00	42.00

EXPLANATION: NOV DOR B2G1F 701647 162302

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